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Acknowledgements



This 7th Community Voices survey, Making Local Government Work, was made possible through the ongoing partnership between Wakamoso Africa and Mams Radio 92.9. Together, we share a commitment to inclusive, evidence-based community development and people-centred local governance grounded in lived experience.

We extend our sincere appreciation to the Mams Radio team, including Sam Nkogatse (DJ), whose platform continues to open space for meaningful civic dialogue. We are equally grateful to the network of Wakamoso Trailblazers whose trusted local relationships and on-the-ground presence helped ensure that the voices captured reflect the everyday realities, concerns and aspirations of community members.

Most importantly, we acknowledge the 249 respondents – young people, residents, community members and local leaders – who took the time to share their perspectives on life, service delivery, participation, trust and the upcoming local elections. Their contributions form part of a growing body of community-generated evidence aimed at strengthening transparency, responsiveness and democratic participation at ward level.

Together, these voices contribute to a broader national conversation about rebuilding trust, improving service delivery and making local government work for everyone.





Executive Summary

Wakamoso Trailblazer's Local Government Insights

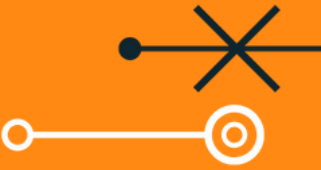
- This survey offers a clear picture of how residents currently experience local government, what matters most to them & what shapes their willingness to participate
- Across questions, residents consistently prioritise basic services & economic opportunity
 - Reliable water, road maintenance, electricity, street lighting & jobs dominate both structured responses and open-ended comments
 - These are not abstract policy preferences = they are daily-life concerns tied directly to stability, dignity & economic survival
- Engagement patterns reflect lived experience
 - Participation in formal channels such as meetings and reporting systems exists, but it is irregular
 - Many residents say they would report problems more often if the process were easier, particularly via accessible platforms like WhatsApp
 - This suggests that participation is influenced as much by convenience and responsiveness as by motivation.



Executive Summary

Wakamoso Trailblazer's Wakamoso Trailblazer's Local Government Insights

- Overall, the findings reflect a community that is attentive to everyday realities and responsive to tangible progress
 - Participation, trust & optimism appear closely connected to visible service delivery, economic opportunity & consistent leadership
- The data suggests that strengthening reliability, accessibility, communication & integrity could significantly influence both civic engagement & perceptions of local government effectiveness



Introduction & Purpose

This survey forms part of the 26-episode Community Voices series on Mams Radio 92.9

Every second week, the local Wakamoso team runs a community survey on topics identified by residents themselves, helping us listen more carefully to everyday life in Mamelodi & beyond

The responses shape the weekly radio conversations, where residents, ward leaders and listeners reflect together on what is happening in their community

This is the **7th Community Voices survey, and the focus is Local Government - making it work for residents**

As we approach the **upcoming local elections**, we ask how people experience service delivery, communication, participation, accountability & trust and what kind of local leadership they want to see

The purpose of this Local Government survey is to:

- Capture how residents evaluate their quality of life and sense of agency
- Understand awareness of ward councillors & access to communication channels
- Explore experiences of service delivery, responsiveness & budget effectiveness
- Assess participation in meetings, reporting behaviour & willingness to engage
- Reflect levels of trust, accountability & whether people feel they have a real voice
- Provide insight into voting intentions & expectations of councillors
- Offer a community-level snapshot to inform weekly radio dialogue & civic engagement

The findings reflect the views and experiences of the **249 respondents** who completed the survey

Note: This is a community pulse check, not a full academic study, offering grounded insight informed by social science methods



Methodology

The survey was conducted in two phases

PHASE 1: MAMELODI TRAILBLAZERS

- Distributed only to registered Wakamoso Trailblazers in Mamelodi to gather the first wave of local insights

PHASE 2: WIDER COMMUNITY

- Later the survey was opened to the broader Wakamoso community

All responses were captured via the Wakamoso WhatsApp platform and visualised in the Wakamoso analytics platform

249 responses were analysed for this report

Survey Results

- This Local Government survey brings together the lived experiences of 249 respondents from Mamelodi and the broader Wakamoso community, focusing on how residents experience service delivery, communication, participation & trust
- Across themes of quality of life, awareness of ward councillors, ease of reporting problems, municipal responsiveness & budget effectiveness, respondents share what is working and where gaps are being felt
- These results reflect how people experience accountability, visibility of leadership, follow-through on promises & whether they feel their voices matter in local decision-making
- The findings also provide insight into voting intentions, leadership expectations and the priorities residents want addressed in the next council term
- This report offers a community-level snapshot of what it means - in practice - to make local government work for residents

Respondent Overview

The 249 respondents who completed this 7th Community Voices survey reflect a predominantly **young and economically vulnerable** community profile

The majority are between the ages of 18 and 34, with a strong female representation

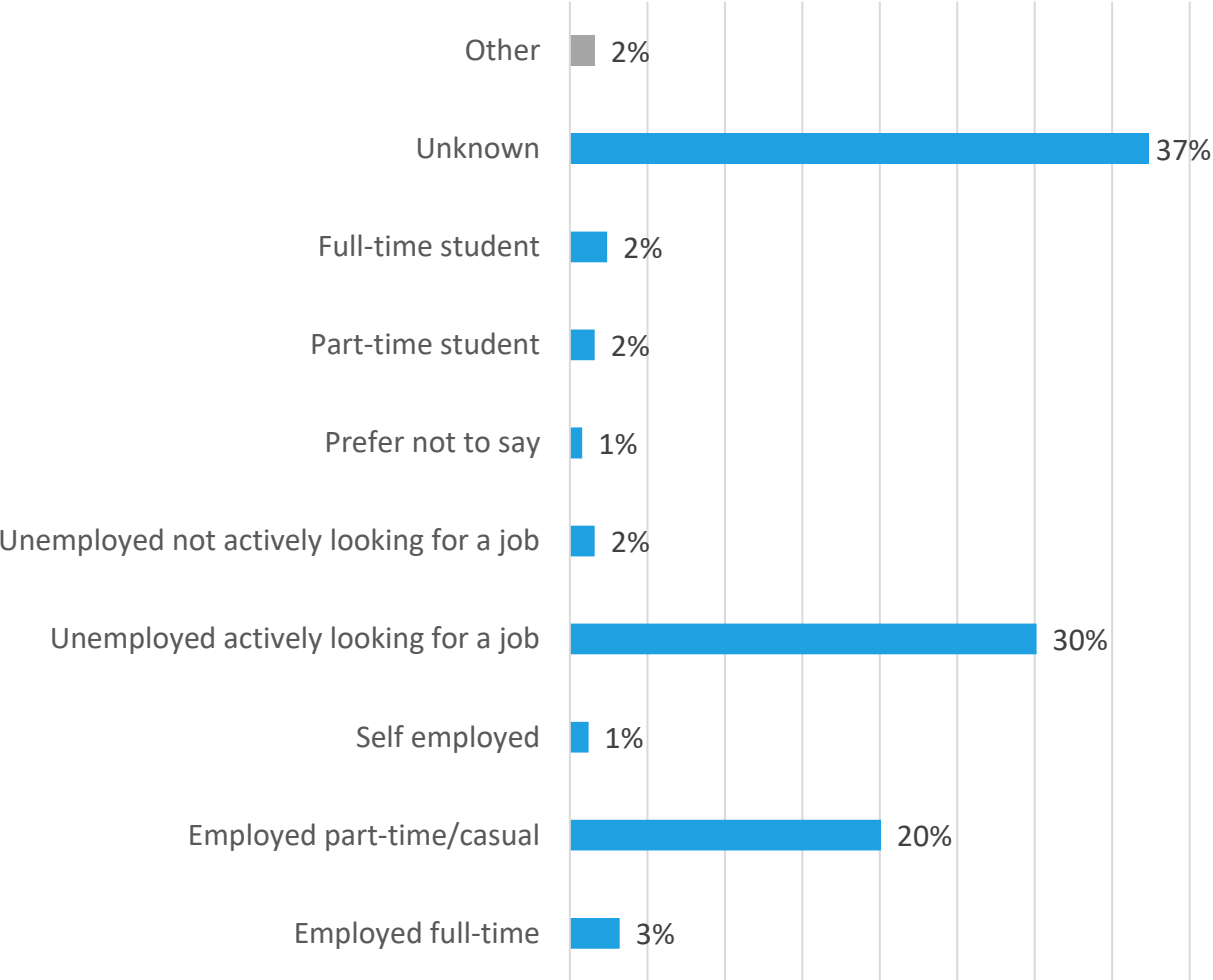
Employment levels indicate high unemployment & limited full-time work, highlighting the everyday economic pressures shaping how residents experience local government, service delivery & accountability

This demographic context is important for interpreting the findings that follow - particularly around participation, trust, priorities & expectations of local leadership

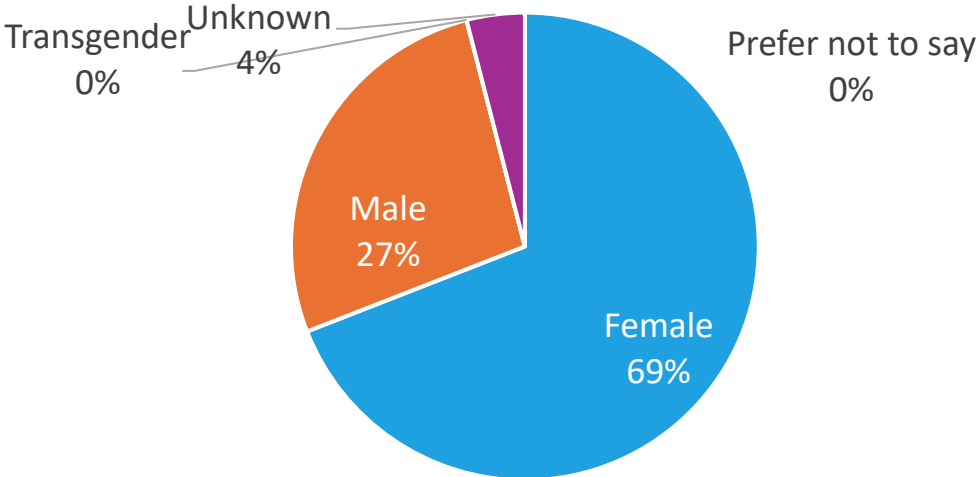


Respondents

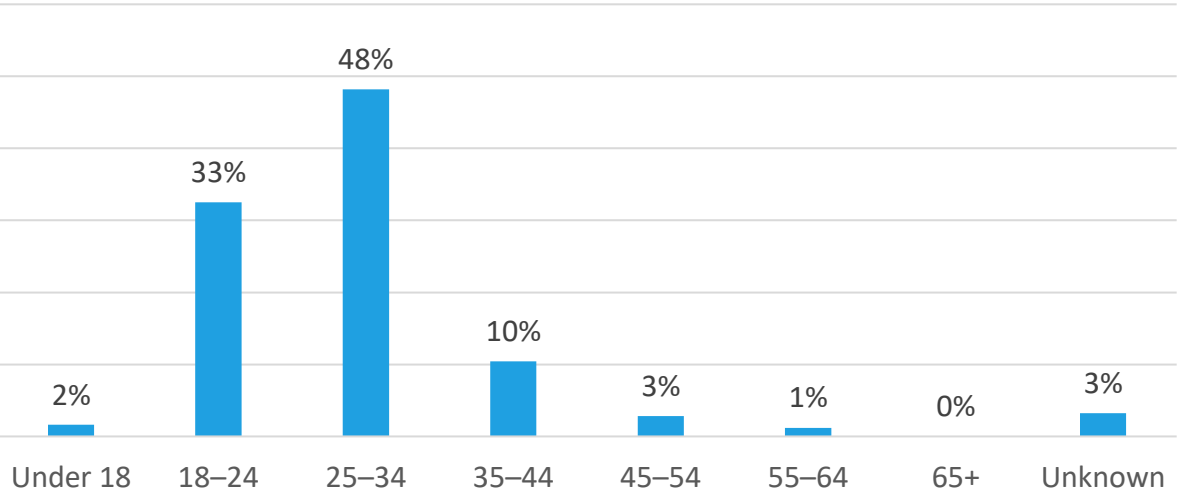
Employment status



Gender



Age



Overall Happiness & Agency

This section examines how residents' sense of personal wellbeing and agency shapes the way they interpret local government performance

Rather than looking at service delivery and trust in isolation, we explore how people's internal sense of control, resilience and life satisfaction influences their views on participation, accountability & responsiveness

The findings suggest an important dynamic: even where evaluations of municipal performance are cautious or mixed, personal agency remains relatively strong

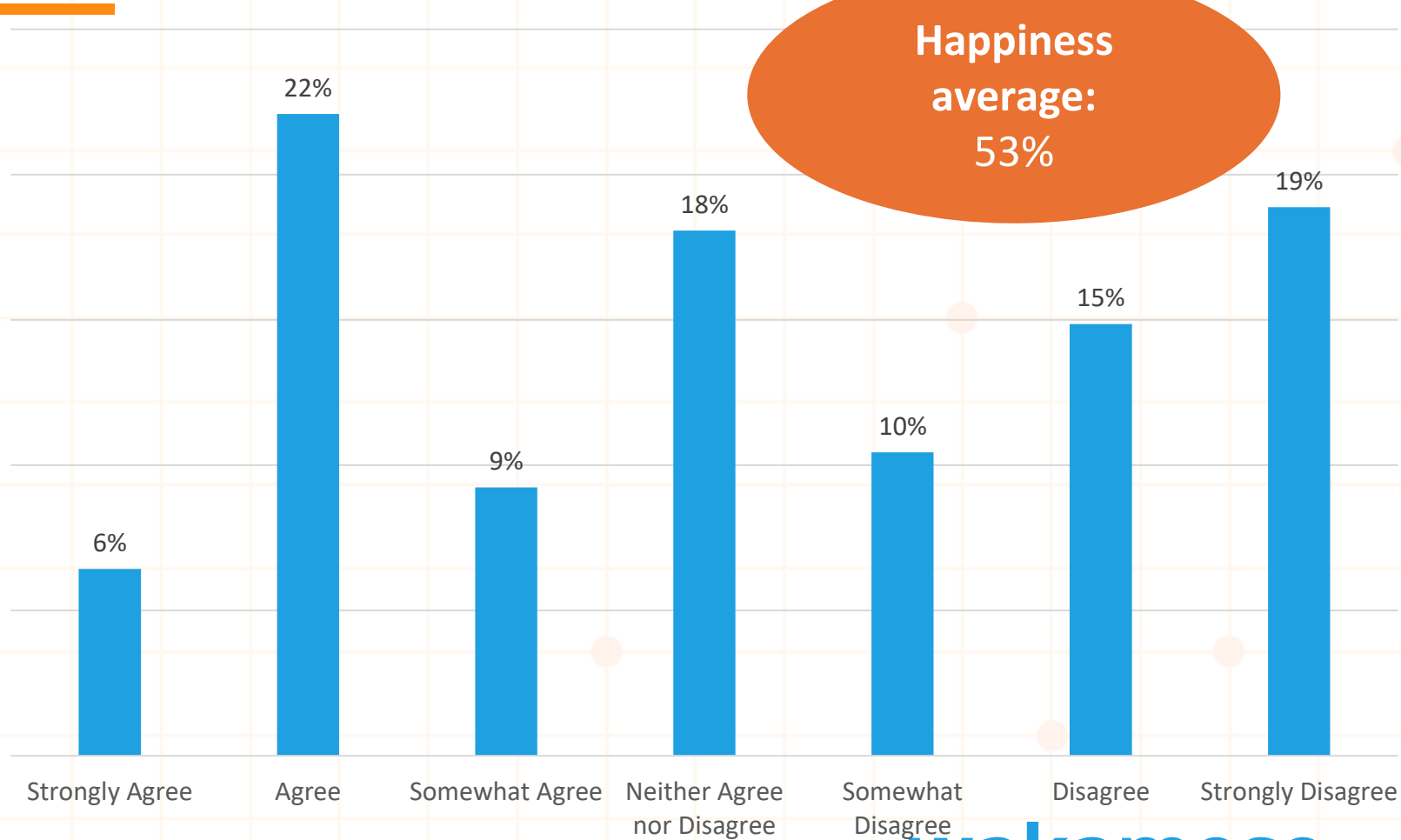
This lens helps us understand not only how residents feel about local government but how their own sense of capacity and control shapes those perceptions, especially in an election year



Happiness



I am leading my BEST LIFE possible

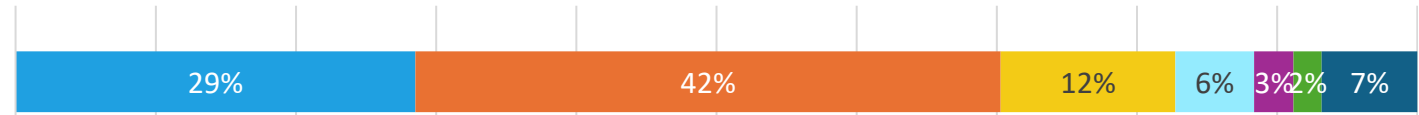




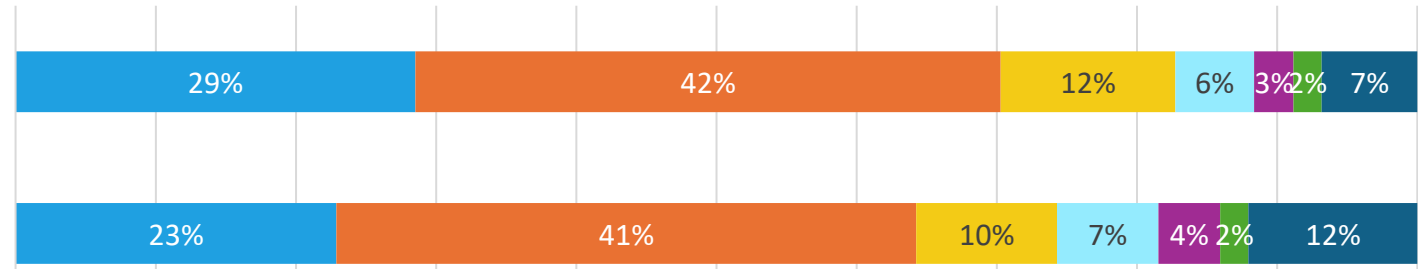
Agency

Residents show strong personal agency despite mixed views on municipal performance.

I believe I can influence or improve my circumstances, even when challenges arise.



I feel able to make choices and take actions that meaningfully shape the direction of my life.

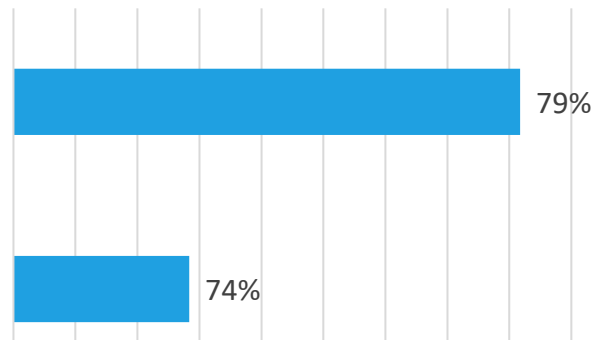


■ Strongly Agree ■ Agree ■ Somewhat Agree ■ Neither Agree nor Disagree ■ Somewhat Disagree ■ Disagree ■ Strongly Disagree

I believe I can influence or improve my circumstances, even when challenges arise.



I feel able to make choices and take actions that meaningfully shape the direction of my life.



- The community is not passive or powerless
- Internal resilience is strong
- People believe in their own capacity to act
- This is a critical finding in an election year:
 - Citizens are ready to engage if systems make engagement meaningful

Wellbeing & Agency Lens:

How Personal Agency Shapes Perceptions of Local Government

A Community with Internal Strength

While governance-related questions tend to cluster below the midpoint (4.0), the agency questions score notably higher:

- Ability to shape life direction: 5.17
- Belief in improving circumstances: 5.54
- “Living my best life”: 3.76 (more mixed)
- This suggests something important:
- Residents report strong personal agency even when their evaluation of local government performance is cautious or critical
- In other words, people may feel frustrated with systems but they do not feel powerless in their own lives

Agency Is More Strongly Linked to Wellbeing than Government Performance

When we examine relationships between the “best life” statement and other survey responses, we find:

- The strongest associations are with personal agency variables
- Governance variables (trust, service reliability, communication) show moderate but weaker relationships
- Residents’ sense of living their best life is driven more strongly by their belief in their own capacity than by municipal performance
- This is a significant resilience signal

How Wellbeing Shapes Interpretation of Government

Those who feel able to shape their lives are more likely to:

- Feel they have a real voice in local government
- Believe services work more reliably
- Perceive communication more positively
- Express somewhat higher levels of trust

Those with lower wellbeing or agency tend to:

- Report lower trust
- Feel less heard
- View service delivery more negatively
- Feel less informed
- Therefore, two residents living in the same ward may interpret the same service environment differently, depending on their internal sense of control

Civic Engagement Does Not Equal Life Satisfaction

Interestingly, behavioural indicators such as:

- Attending meetings
 - Reporting problems
 - Willingness to use WhatsApp reporting
- are only weakly linked to “living my best life”
- This means: Participation is not simply a function of happiness or unhappiness
 - Engagement appears to be shaped more by system design & accessibility than by personal wellbeing alone
 - This is important for election-year interpretation: dissatisfaction does not automatically equal disengagement

The Governance-Wellbeing Gap

- Personal agency scores are relatively strong
- Governance performance scores cluster below neutrality
- The desire for collaboration (“Municipality should work more closely with community groups”) is very high (5.90)
- This suggests: Communities are not waiting to be rescued - they are asking to be included
- Where internal agency is high but institutional trust is moderate or low, the opportunity lies in partnership models

What This Means in an Election Year

- The data does not suggest a collapsed or hopeless community
- Residents retain belief in their own capacity
- Trust in municipal systems is fragile but not absent
- There is strong appetite for collaborative governance
- Wellbeing is not fully dependent on government performance but governance still matters
- Communities are resilient but they are looking for systems that match their own willingness to act

AWARENESS & COMMUNICATION

This section explores how connected residents feel to their ward councilor and to municipal communication systems more broadly

Awareness of leadership is relatively strong, but knowing how to access or engage that leadership is more uneven

We examine three key dimensions: recognition of councilors, ease of contact & the channels through which residents currently receive, and prefer to receive information

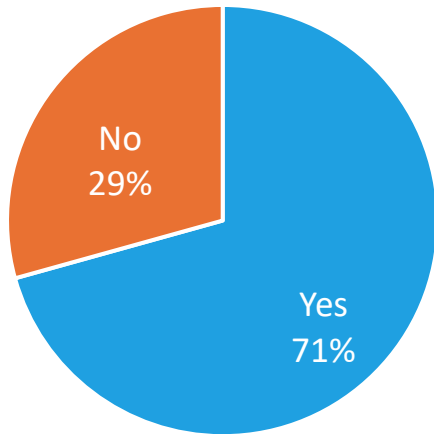
Together, these findings highlight an important dynamic: visibility does not automatically translate into accessibility & communication systems are not yet fully aligned with how residents want to engage

In an election year, strengthening practical, accessible & trusted communication pathways may be as important as leadership recognition itself

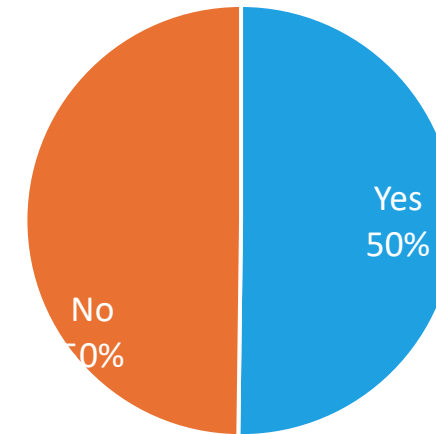


Awareness of the councilor is relatively high but access is divided

Do you know the name of your ward councilor?



Do you know how to contact your ward councilor?

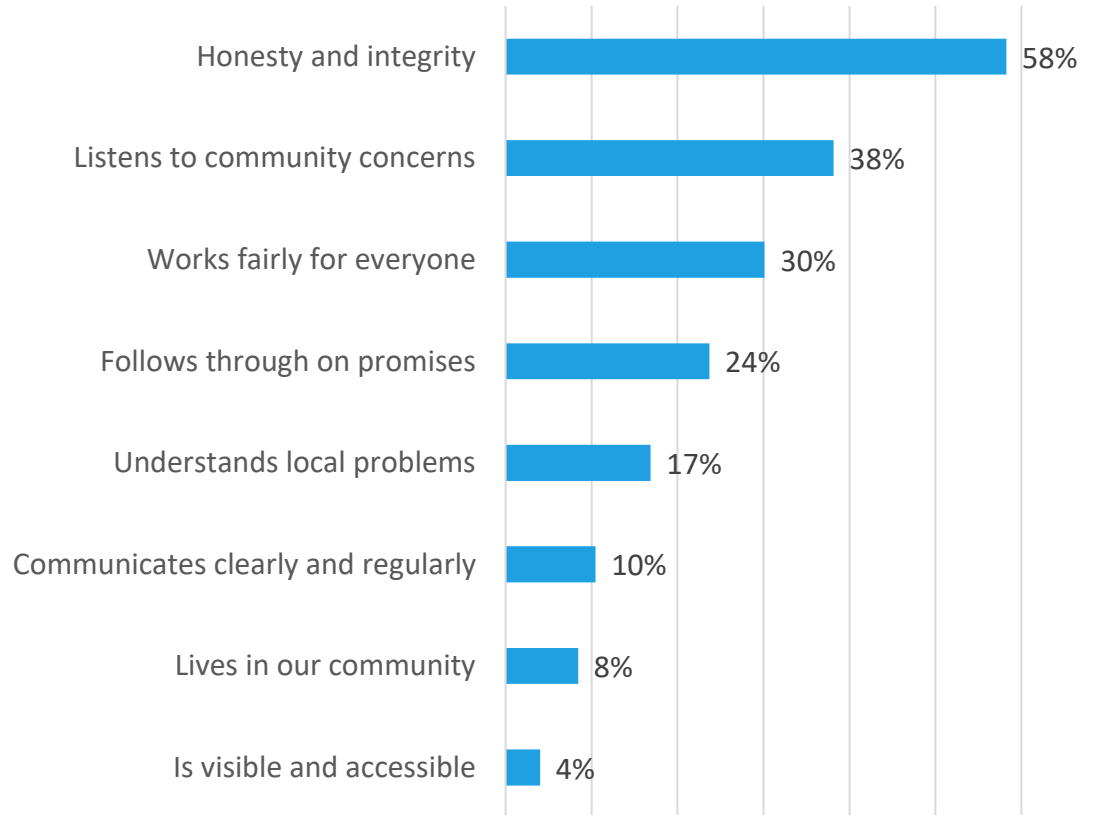


- Key Findings

- 71% know the name of their ward councilor
- Only 50% know how to contact them
- This means 1 in 5 residents know who their councilor is but don't know how to reach them

- Recognition is strong
- Communication pathways are weaker
- Visibility does not automatically translate into accessibility
- This is not a legitimacy crisis - it is a connection gap

Important Quality in a Ward Councillor

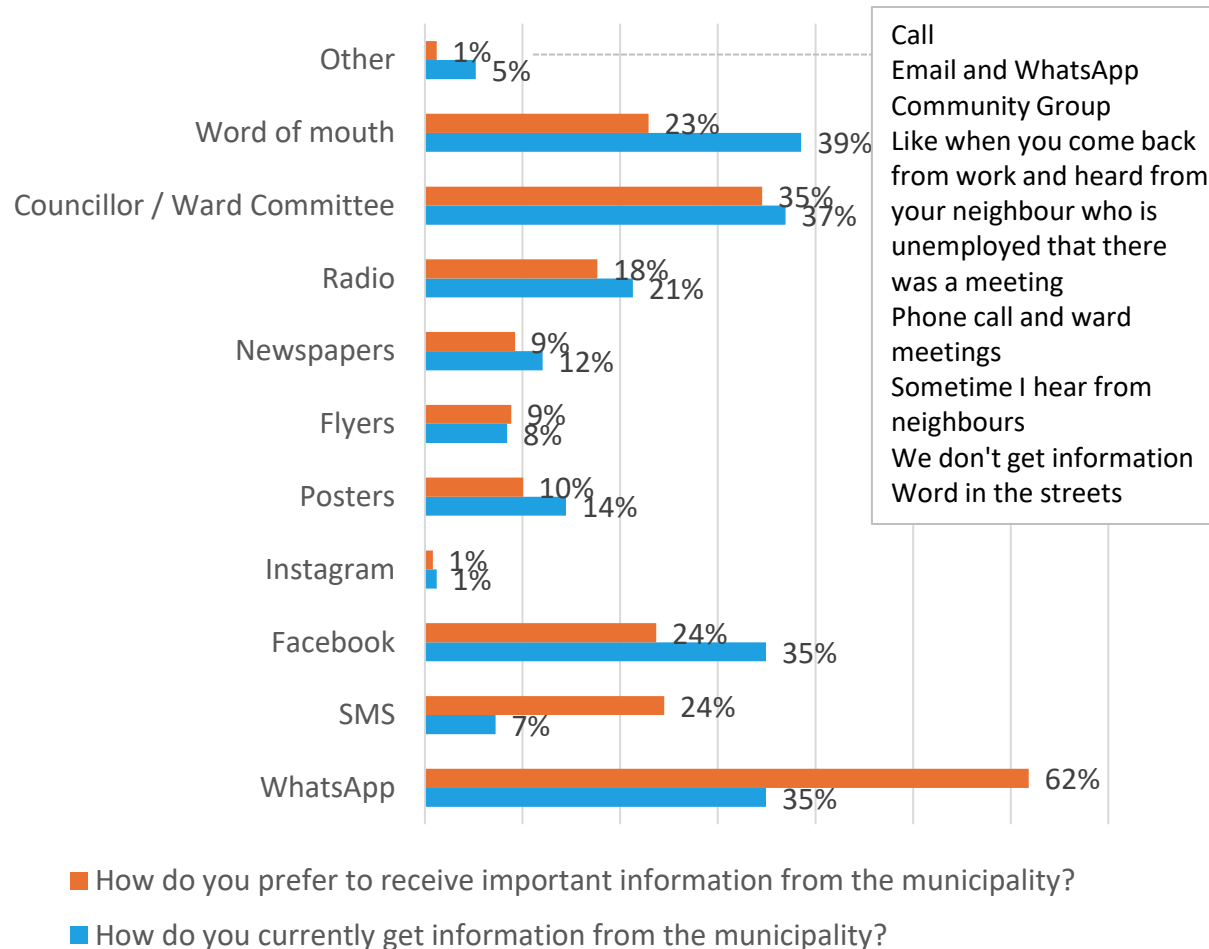


■ What is the single most important quality you look for in a Ward Councillor?
Please choose at least two.

- Residents prioritise character over visibility
 - Honesty and integrity stand out as the most important quality by a significant margin, followed by listening to community concerns and working fairly for everyone
 - Follow-through on promises also ranks higher than visibility or physical presence
- Notably, being visible, accessible or simply living in the community ranks far lower than ethical conduct & fairness
 - This suggests that residents are less concerned with symbolic presence and more focused on trustworthy, accountable leadership that listens and delivers
- In an election year, this signals that credibility & integrity may matter more than campaigning style or public profile

Residents Want More Direct, Digital Communication

Current vs Preferred Channels



Call
 Email and WhatsApp
 Community Group
 Like when you come back from work and heard from your neighbour who is unemployed that there was a meeting
 Phone call and ward meetings
 Sometime I hear from neighbours
 We don't get information
 Word in the streets

- There is a clear gap between how residents currently receive information and how they prefer to receive it
 - WhatsApp stands out as the dominant preferred channel, far exceeding current usage levels
 - Facebook and direct communication from councilors also remain important, while traditional channels like newspapers, flyers and posters play a smaller role
 - Word of mouth continues to be significant, suggesting that informal community networks remain influential
- Overall, the data shows that communication systems are not yet fully aligned with resident preferences
 - There is strong appetite for more direct, digital and mobile-friendly engagement (especially through WhatsApp) presenting a practical opportunity to improve information reach and responsiveness

Engagement: Reporting Problems

This section explores not only whether residents report municipal problems, but what distinguishes those who do from those who do not

- The data reveals an important pattern: reporting is not primarily driven by happiness or personal optimism, but by familiarity with systems & perceived responsiveness

While nearly half of residents have never reported a problem, a large majority say they would report more often if the process were easier

- This suggests that many non-reporters are not disengaged by attitude, they are constrained by friction, accessibility & system complexity

Understanding who reports and why helps shift the focus from motivation to design

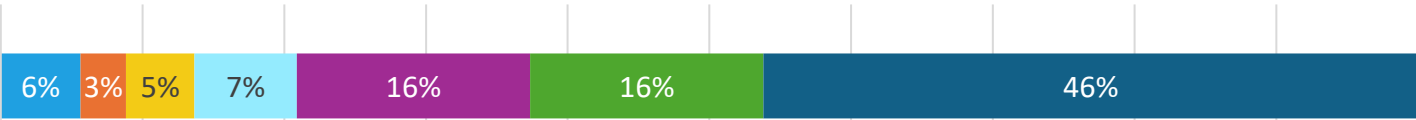
- The opportunity lies in converting willing but inactive residents into active participants by reducing barriers & strengthening feedback loops



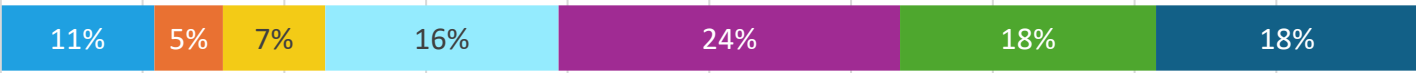
Most residents are not actively engaging through formal participation channels

Nuance

In the past year, I have personally reported a problem to the municipality (e.g., pothole, water leak, illegal dumping).



In the past year, I have attended community meetings (e.g., Ward Committee, IDP meeting, public hearing).



■ Almost always
 ■ Very often
 ■ Often
 ■ Sometimes
 ■ A few times
 ■ Once
 ■ Never

Mean

In the past year, I have personally reported a problem to the municipality (e.g., pothole, water leak, illegal dumping).



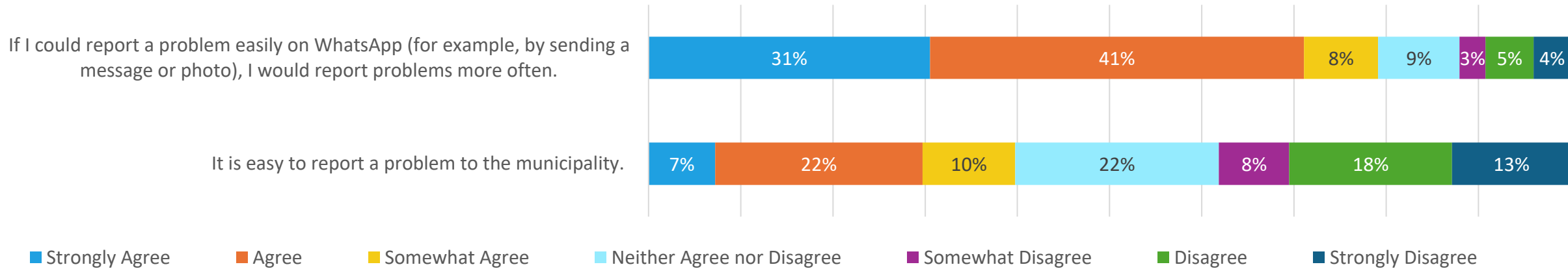
In the past year, I have attended community meetings (e.g., Ward Committee, IDP meeting, public hearing).



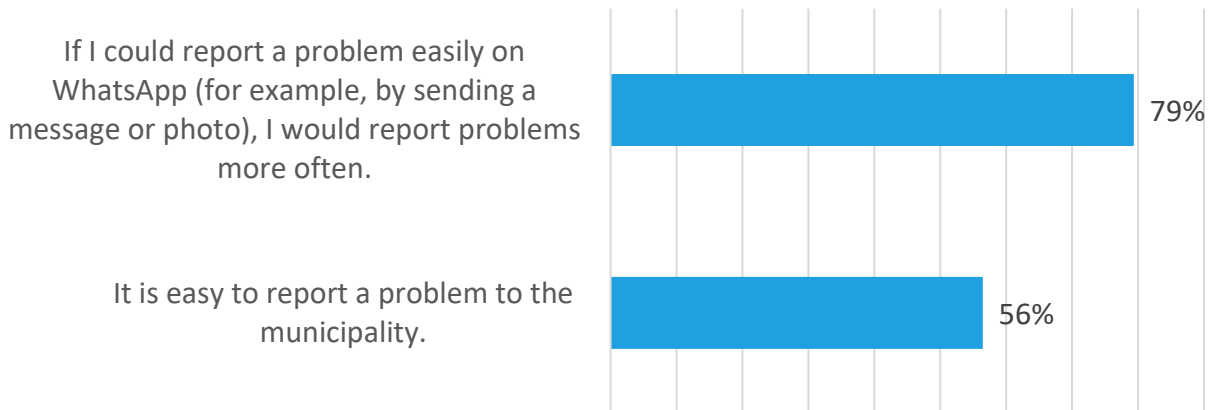
- Most residents are not regularly engaging through formal municipal channels
 - Nearly half report never having reported a problem, and participation in community meetings is largely occasional rather than consistent
- Engagement is not absent but it is irregular
 - This suggests that while residents are not disengaged, formal participation mechanisms are not yet embedded in everyday civic behaviour

Residents are willing to report problems but the current system is not perceived as easy

Nuance



Mean



- Residents are willing to engage but the system is not experienced as easy or accessible
 - While a strong majority say they would report problems more often if it could be done via WhatsApp, far fewer feel that reporting to the municipality is currently straightforward
- This suggests the barrier is not motivation, but convenience & usability
 - Improving accessible reporting channels could significantly increase active civic participation

Who does report and what distinguishes them?

They Are More System-Engaged, Not More “Satisfied”

- People who report problems tend to:
- Score slightly higher on “It is easy to report”
 - Score higher on “Municipality responds and follows up”
 - Show somewhat higher trust levels
- Therefore reporting reinforces itself
- Those who have reported and experienced some response are more likely to continue reporting

Reporting is **Experience-driven; Feedback-loop driven; System-confidence driven**

They Are Not Necessarily the Happiest

- Reporting is weakly linked to life satisfaction
- Reporting is not strongly linked to internal agency
- This means reporters are NOT necessarily the most optimistic, empowered, or satisfied

They may simply be more accustomed to interacting with institutions; more confident navigating bureaucracy; more informed about channels

Reporting Appears Habitual, Not Emotional

- A large “never” group (46%)
 - A smaller “often/almost always” group (~14%)
 - This suggests reporting is not evenly distributed
- It is likely concentrated among:
- Repeat reporters
 - Civically familiar residents
 - Possibly older or more established residents (if demographic data confirms)

Structural Insight

- 46% never report
- 79% would report more via WhatsApp
- Many residents are not non-reporters by identity they are non-reporters by friction

Current reporters may simply be those willing to overcome system friction

Group A: “System Navigators”

Know channels

Have reported before

Perceive some responsiveness

Continue engaging

Group B: “Latent Participants”

Believe they can act

Will report if easier

Currently inactive due to friction

Your biggest growth opportunity lies with Group B

Triggers for Greater Participation

This section explores what would meaningfully increase residents' willingness to engage in local government processes

- The responses show that participation is not driven by obligation alone - it is conditional on impact, trust & responsiveness

Residents consistently emphasise that engagement must lead to visible change

- Being heard is not enough; input must translate into action, feedback & tangible outcomes
- Clear communication, transparent decision-making & accessible platforms are seen as practical enablers of participation

At the same time, trust & integrity remain foundational

- Where leadership is perceived as honest, fair & accountable, participation increases
- Where residents feel ignored, uninformed or repeatedly disappointed, disengagement follows

Overall, the findings suggest that participation is less about motivation and more about credibility, feedback loops & system design

- When people see that engagement makes a difference, they are willing to show up



What Would Encourage Greater Participation?

Tangible Change Is the Biggest Motivator

Most repeated:
“Seeing change in the community”
“Visible service delivery”
“When I see improvement”
“Tangible impact from my input”
“Knowing my voice leads to real action”

Participation is conditional
People are saying:
Show me it makes a difference then I will engage

Voice Must Lead to Action

Strong emphasis:
Being heard
Input taken seriously
Opinions acted upon
Feedback on decisions
Demonstrated impact

This is not just about speaking
it’s about closing the loop
Residents want proof that:
Community input → real outcomes

Communication & Transparency

Very strong theme:
Clear communication
Regular meetings
Accessible platforms (WhatsApp mentioned)
Transparency in decision-making
Jargon-free information
Regular updates

This links directly to Comms & Awareness
Participation increases when people understand what is happening and how to engage

Integrity & Trust

Repeated calls:
Honest leadership
No corruption
Fairness
Leaders who “lead by example”
Accountability
Some responses explicitly said:
“Nothing will encourage me.”

This reflects a trust deficit segment — a group disengaged due to repeated disappointment.

Jobs & Youth Inclusion

Important cluster:
Job opportunities
Youth engagement
Compensation/ stipends
Skills development
Economic upliftment

Economic inclusion is seen as part of political inclusion

Barriers to Participation

Clear barriers:
Disillusionment (“nothing will encourage me”)
Political fatigue
Lack of information
Feeling unheard
Empty promises
Poor service delivery

Participation is not low because people don’t care - it’s low because they feel ignored

Service Delivery, Dignity & Delivery: The Foundations of a Municipality That Works

This section moves beyond satisfaction & engagement to a deeper question: **what do residents actually want to see change and what would make them believe their municipality is working?**

Across both priority rankings and open-ended responses, a clear pattern emerges

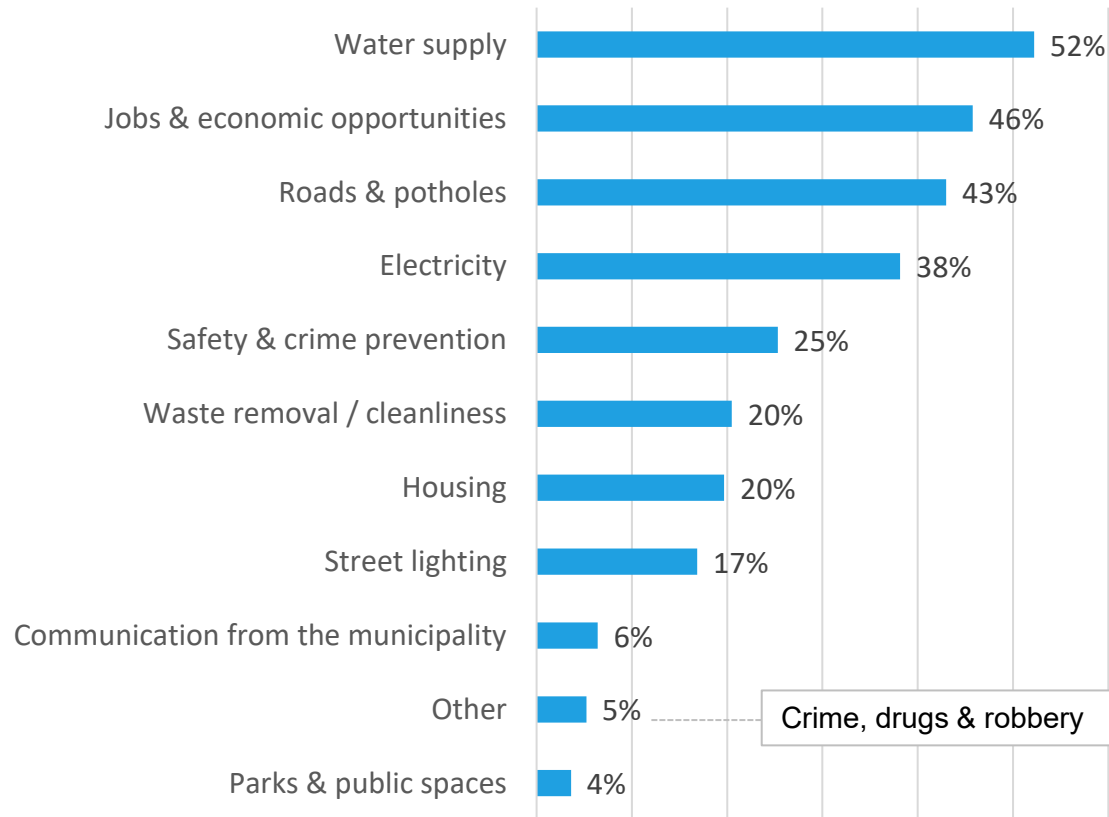
- Residents are focused on tangible improvements in daily life - reliable water, functioning infrastructure, safer streets & access to jobs
- But alongside these practical demands sits something equally important: credibility
- A working municipality is not defined by political messaging, but by visible delivery, kept promises & ethical leadership

Together, these findings show that hope for change is still present but it is conditional Residents are willing to believe in progress when they can see it, feel it & trust it



Basic Services and Jobs Drive Community Priorities

Top Priorities for Improvement



■ What are your TOP 3 priorities for improvement in your community?
Choose up to three.

- Residents' top improvement priorities are centred on essential services and economic opportunity
 - Reliable water supply ranks highest, followed closely by jobs and economic opportunities & road maintenance
 - Highlighting the strong link between infrastructure and livelihood security
- Electricity & safety also feature prominently, reinforcing that daily stability remains a core concern
 - In contrast, communication from the municipality and amenities such as parks rank much lower, suggesting that residents are prioritising tangible, material improvements over softer governance issues
- Overall, the data reflects a community focused on service reliability and economic survival
 - In an election year, credibility on delivery especially around water, infrastructure and employment is likely to carry significant weight

One Realistic Change Within One Year

Presented in Order of Priority

Jobs & Youth Employment (Strongest Theme)

- Job opportunities
- Youth employment
- Skills development
- Economic opportunities
- Decreasing unemployment
- Many specifically mentioned:
- Youth jobs
- Fair job allocation (no nepotism)
- Local hiring

Insight: Employment is seen as the fastest way to restore dignity and hope

Roads & Potholes

- Fix potholes
- Tar roads
- Repair damaged roads
- Speed humps
- Safer transport routes
- Often linked to:
- Accidents
- Safety concerns
- Basic infrastructure neglect

Insight: Roads are a visible symbol of whether the municipality is working

Street Lighting & Safety

- Fix broken street lights
- Install new street lighting
- Improve visibility at night
- Increase safety patrols
- Reduce crime
- Street lighting was mentioned repeatedly - more than almost any other single item

Insight: Street lights = safety + dignity + visible progress

Water, Electricity & Basic Services

- Reliable water supply
- Fix electricity outages
- No load shedding
- Sewerage and waste removal
- Unblocking drains
- Waste collection

These are fundamental service failures affecting daily life

Housing & Informal Settlement Upgrading

- RDP housing
- Formalisation
- Removal of pit toilets
- Infrastructure in informal areas

This reflects structural inequality within wards

Clean Governance & Fairness

- Important but secondary cluster:
- Stop nepotism
- Fair job opportunities
- Keep promises
- Be visible and accessible
- Transparency
- Regular feedback

This connects strongly to your previous open-ended themes

Complete the sentence:

For me, a municipality that works is one that...

Service Delivery Is the Foundation

Overwhelming majority centre on...

- Delivering basic services (water, waste, electricity)
- Reliable service delivery
- Improving infrastructure
- Meeting community needs
- Visible change in the area

Repeated frequently:

- Deliver. Services. Improve. Change.

This confirms: Residents define a “working municipality” primarily through visible, practical performance, not political ideology

Keep Promises & Follow Through

Secondary theme...

- “Keeps promises”
- “Follows through”
- “Don’t make empty promises”
- “Stay by their word”
- “Promise keeper”
- “Deliver on their word”

This reflects a credibility gap

- A municipality that “works” is one that Says what it will do and actually does it

Trust is strongly linked to consistency and follow-through

Listening & Communication

Many emphasised...

- Listening to community concerns
- Taking residents seriously
- Regular updates
- Engaging the community
- Visible and accessible leadership
- “Hear the crying voice”

There is a clear desire not just for delivery, but for:

- Respect, voice & acknowledgement

This links strongly to your Participation & Accountability section

Integrity, Fairness & Accountability

Repeated reference...

- Honesty
- Transparency
- Integrity
- No nepotism
- Playing fair
- Accountability
- Professionalism
- Some even directly referenced corruption

This indicates: Residents associate a “working municipality” with ethical leadership and clean governance, not just operational efficiency

Youth & Jobs

- Job opportunities
- Helping youth
- Youth leadership
- Economic development
- Industrial growth

This connects service delivery to economic inclusion

Emotional Layer: Dignity, Pride & Community

Beyond services, some deeper values emerged...

- Ubuntu
- Equality
- Treat everyone fairly
- Safe and thriving community
- Makes me proud of my ward
- Community love
- Work together

This shows that people want: Not just functioning systems but a municipality that uplifts and unites

From Delivery to Trust: The Governance Gap

Beyond service delivery, this section explores how residents experience the municipality in terms of trust, transparency, voice & partnership

While there is strong support for closer collaboration between the municipality & community groups, perceptions of trust, accountability & meaningful public voice are far more divided

Awareness of plans is low, confidence in budget use is cautious & many residents are unsure whether decisions are clearly explained or followed through

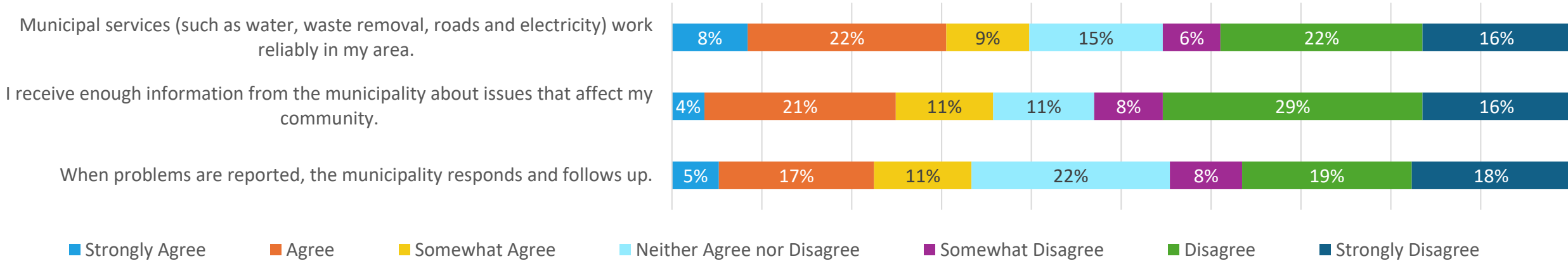
Together, these findings suggest that the core challenge is not only operational - it is relational

Strengthening transparency, communication & shared governance may be as important as improving services themselves

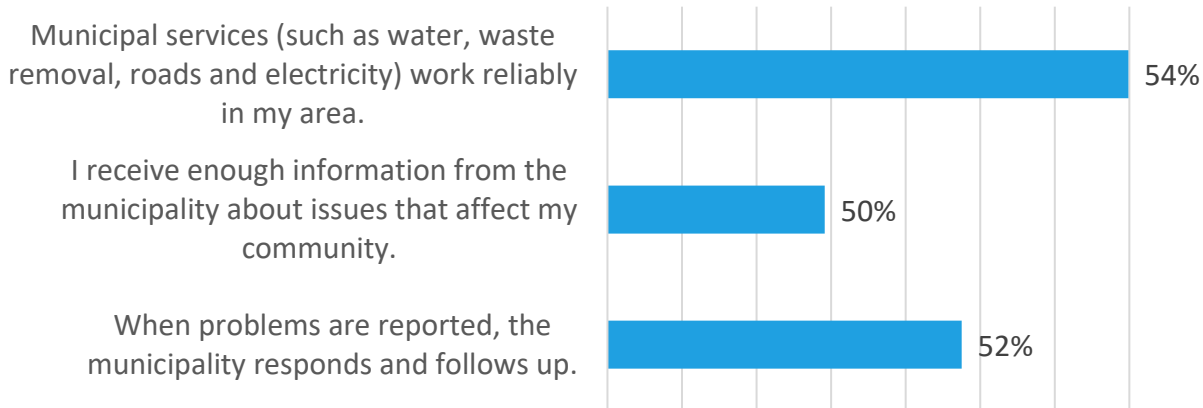


Service Reliability, Information & Follow-Through

Nuance



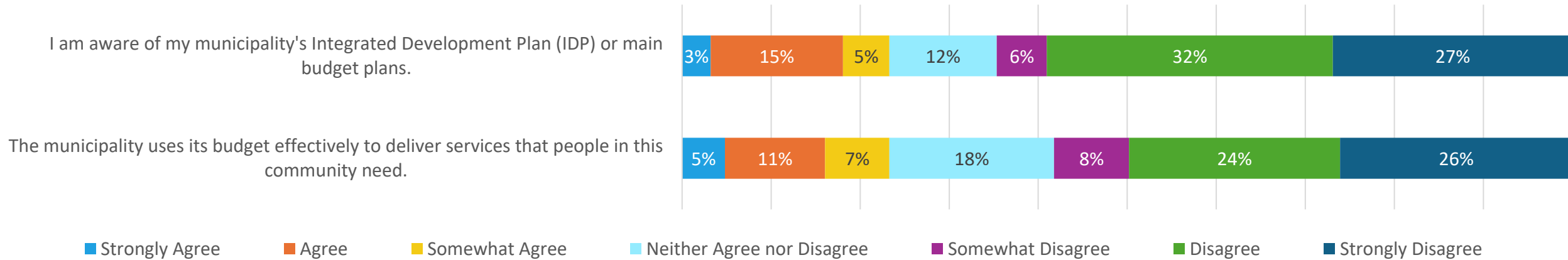
Mean



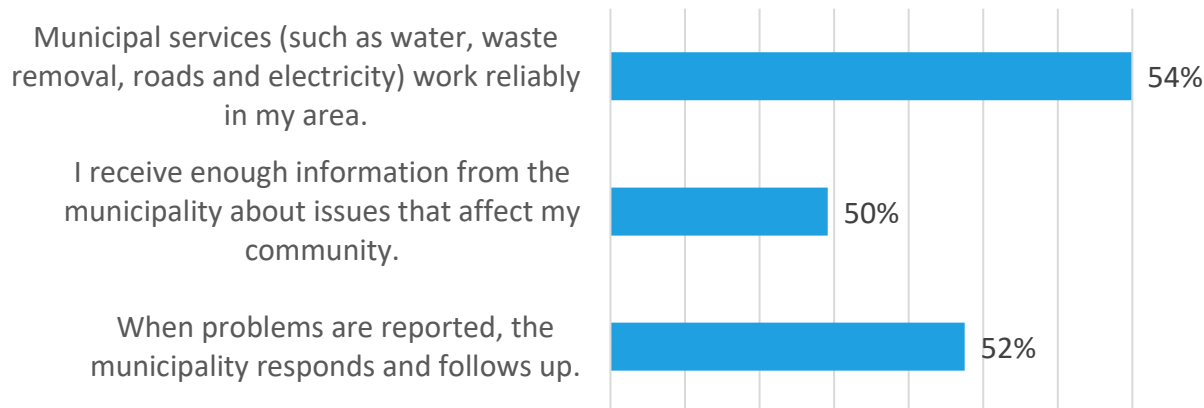
- Perceptions are mixed and moderate
- Just over half feel services work reliably (54%) and that problems are followed up (52%), but confidence weakens around communication (50%)
- A sizeable minority disagree across all three measures
- Overall: Residents are not overwhelmingly negative but trust is cautious and uneven, especially around communication and responsiveness

Awareness of Plans & Budget Use

Nuance



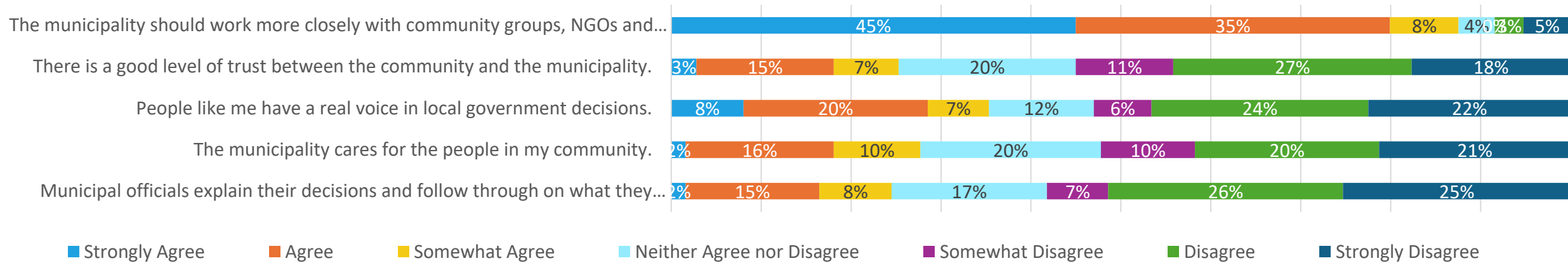
Mean



- Awareness of the IDP and budget plans is low & perceptions of effective budget use are weak
- Around half of residents disagree that the municipality uses its budget effectively & most do not feel informed about planning processes
- Overall: The gap is not only about delivery - it is about transparency & visibility of decision-making

Trust, Voice & Collaboration

Nuance



Mean



- There is very strong support (84%) for the municipality to work more closely with community groups and NGOs - signaling appetite for partnership & co-creation
- However, perceptions of trust, voice & care are far more divided
 - Only about half feel there is trust, that they have a real voice, or that officials explain decisions and follow through
- Overall: Residents want collaboration but current levels of trust, transparency and meaningful voice remain moderate rather than strong

Voting, Voice & Accountability

This section explores residents' intention to vote and what voting represents to them in this local election cycle

The data shows relatively strong willingness to participate, with most residents viewing voting as a practical tool to improve services, bring change and influence local decisions

Voting is framed less as party loyalty & more as a pathway to accountability & community improvement

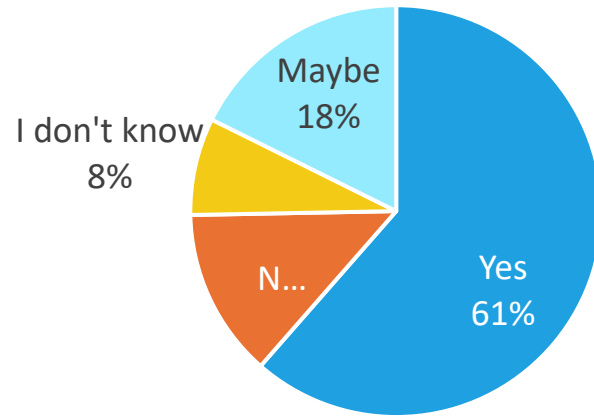
Where hesitation exists, it appears limited and largely situational rather than rooted in widespread political disengagement

Overall, the findings suggest that residents remain civically engaged but their participation is closely tied to expectations of visible service delivery, fairness & follow-through



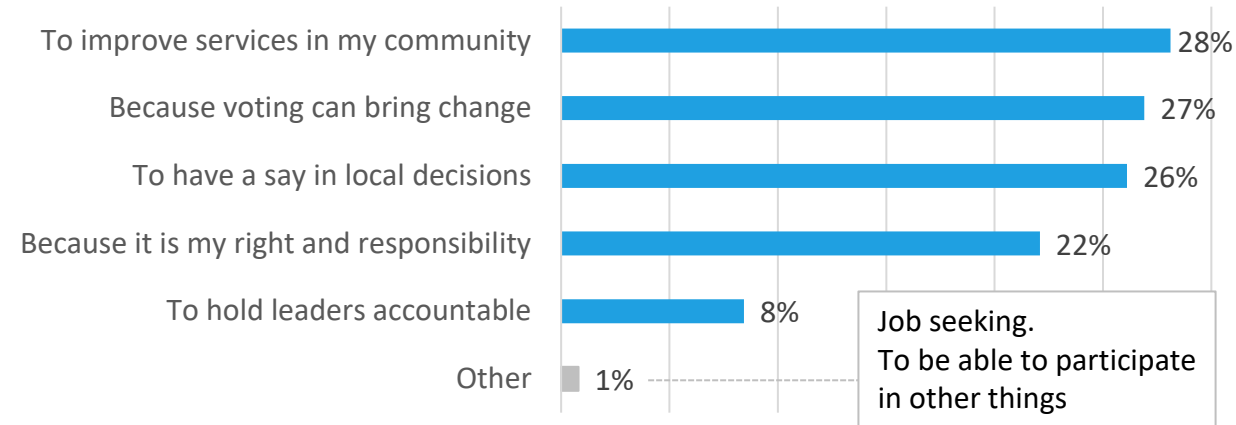
Voting Intent Is Strong & Rooted in Service Improvement

Will you vote?

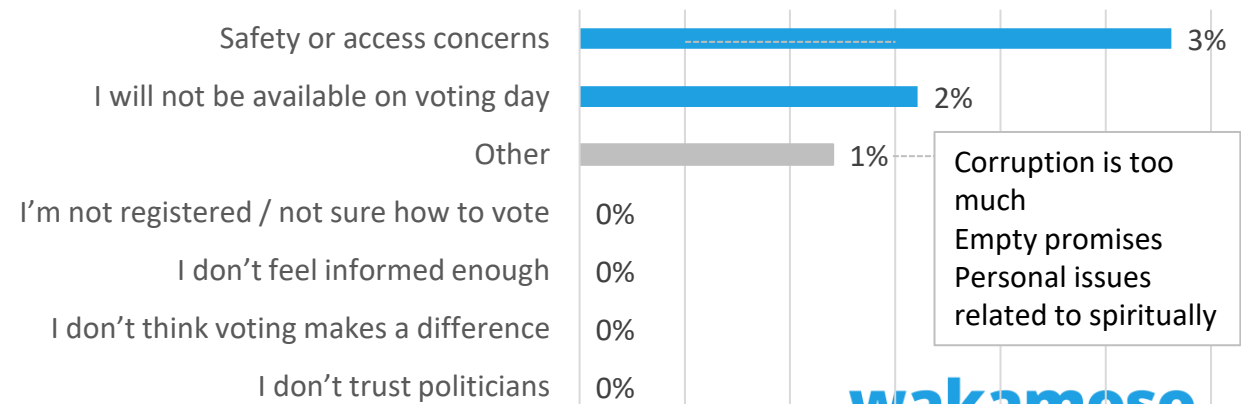


- A clear majority (61%) say they intend to vote, with a further 18% undecided indicating **relatively strong electoral engagement**
- Main motivations: Practical rather than ideological - improving services, bringing change & having a say in local decisions rank highest
 - Voting is seen as a tool for community improvement & accountability
- Among those not voting, barriers appear limited & largely logistical, with very few citing distrust or apathy directly
- Residents see voting as a pathway to better services & change - reinforcing that delivery and accountability remain central in this election cycle

Why is it important to vote?



What is the main reason you are not voting



What Residents Are Really Saying: The Social Contract in Focus

Across open-ended responses, residents articulate something deeper than service complaints

- They are describing a conditional social contract
- Participation, trust & even voting are not automatic - they are earned through visible delivery, honesty & responsiveness

This section draws together the underlying patterns: **performance-based trust, demand for visible progress, youth & jobs as recurring themes** and a strong desire for partnership rather than patronage

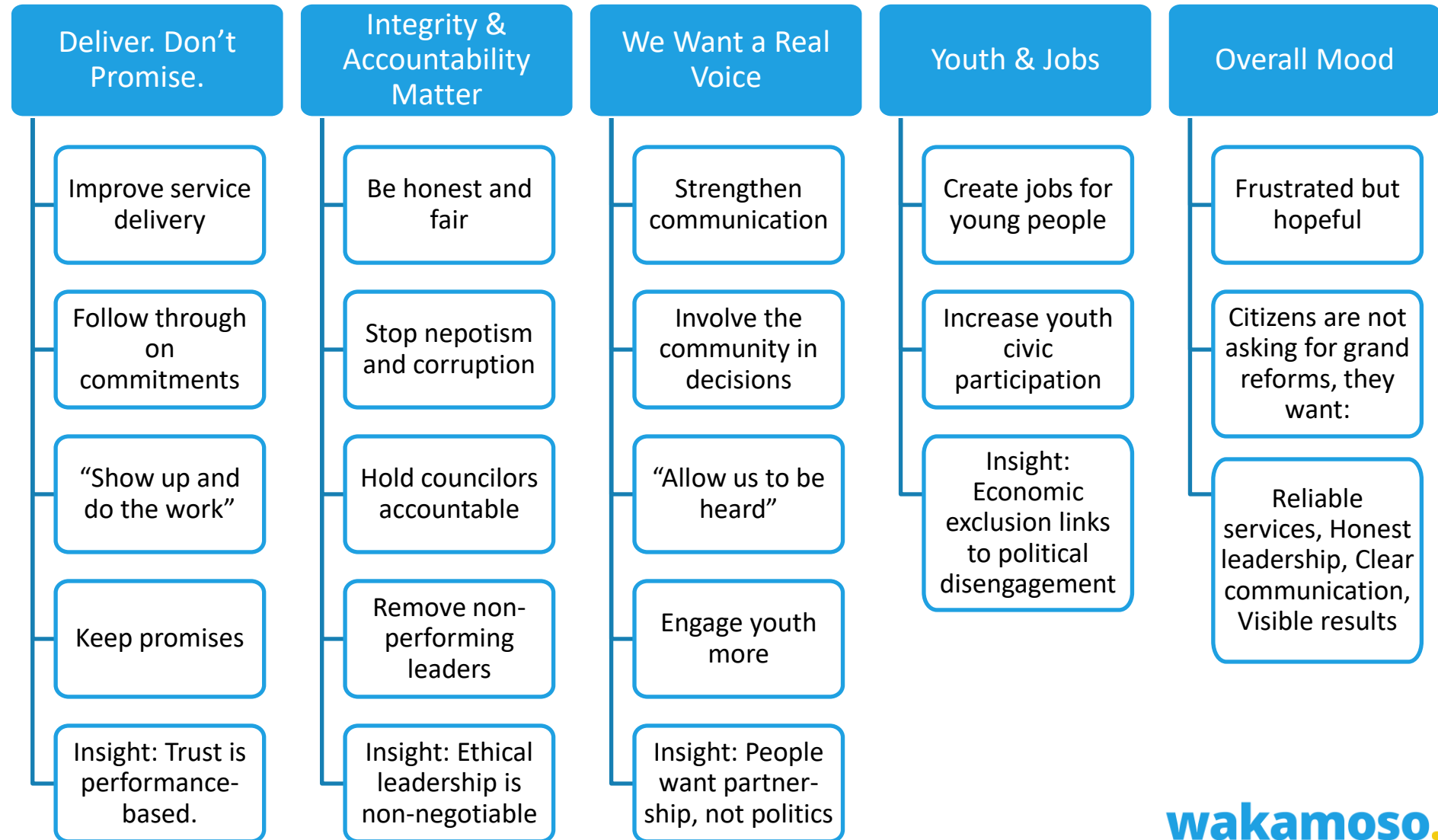
Residents are not apathetic - they are watchful

The message is clear: deliver, communicate, act fairly and we will engage



Any other comments or suggestions for local election candidates?

“We voting you because we trust in you, not because we need political favours or something, but we believe you are the right person to lead us and deliver as you promised, so all in all we need good results make us proud to even give you a second term in running.”



Core Patterns Emerging from the Data

The “Conditional Trust” Pattern

- Across open questions, participation & voting are conditional:
 - “If they keep promises...”
 - “If we see change...”
 - “If our voice leads to action...”

Trust is not ideological - it is performance-based & reversible

The “Visible Wins” Strategy

- Street lights, potholes, waste removal and water were repeatedly mentioned.

These are: Highly visible, Quick-win, Daily-life issues

The Youth Disengagement Risk

- Youth and jobs appear in every open question
- Creating a democratic risk in the election cycle

The “Community Already Willing” Finding

- In the “How can people play a stronger role?” question:
 - Many said: Volunteer, Clean, Form groups, Mentor youth, Report issues, Start WhatsApp groups
- The community is not passive

The “Integrity > Ideology” Insight

- Hardly anyone mentioned political party preference
- They mentioned: Honesty, Fairness, No nepotism, Visible work, Promise keeping

Councilor's personal credibility matters more than party branding

The Silent Segment

- Across multiple questions: “Nothing” / “I don’t know” / “Nothing will encourage me”
- This group is critical
- This is the disengaged segment

The Feedback Loop Gap

- Many people said: “We want updates” / “We want feedback” / “We want to see progress”

The issue may not only be delivery but communication of delivery

The “Safety as Proxy for Governance” Pattern

- Street lights + crime + patrols appear together repeatedly
- Safety is: Emotional, Immediate, Politically sensitive

The “Performance Contract” Narrative

- Across all open questions, residents are effectively saying we will: Participate, Volunteer, Report issues, Vote
- If you: Deliver, Keep promises, Communicate, Act fairly

This is a two-way social contract

Councilor Dashboard:

What This Ward Is Telling You

Top 5 Immediate Voter Priorities

1. Jobs & Youth Employment
2. Fix Roads & Potholes
3. Street Lighting & Safety
4. Reliable Water & Electricity
5. Waste Removal & Cleanliness

Visible, measurable, one-year deliverables

Trust Indicators to Watch

Residents repeatedly said:

- “Keep promises” / “Don’t make empty promises” / “Be honest” / “Let our voices lead to action”

Dashboard Questions to track over time:

- % who believe officials follow through
- % who feel they have a real voice
- % who trust the municipality
- % who say “Nothing will encourage me”

Trust is conditional and performance-based

Participation Levers

Residents are willing to:

- Attend meetings, Volunteer, Form WhatsApp groups, Report issues, Support youth programmes

But only if:

- They see visible change and action
- Communication improves

Engagement is not low because people don’t care

- It’s low because they feel unheard

Quick Wins Within 12 Months

High-visibility, high-impact:

- Fix street lights
- Repair potholes
- Improve waste collection
- Publish progress updates
- Youth job or skills programme

Small, visible improvements = rapid trust gains.

Risk Segment

Minority but important group:

- “Nothing will encourage me”
- “Politics is politics”
- “Nothing changes”

This is your disengaged voter block

Rebuilding trust requires visible results, not messaging

Strategic Insight for Councilors

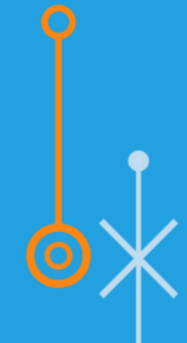
This ward is not asking for grand transformation.

They want:

- Delivery, Integrity, Communication, Accountability, Youth inclusion
- If you deliver visibly and communicate clearly trust and participation rise
- If not disengagement deepens



Summary Insights



Top 10 Insights: Making Local Government Work

Trust is performance-based and conditional

Street lighting and safety act as symbols of governance

Communication gaps weaken confidence more than service levels alone

Communities are willing to partner - collaboration appetite is very high

Jobs and youth employment are the dominant priority

Residents show strong personal agency despite cautious trust in government

Integrity matters more than party politics

Visible service delivery drives credibility (water, roads, lights, waste)

Reporting is friction-driven - not motivation-driven (WhatsApp is key)

Voting intent is strong and rooted in service improvement, not ideology

wakamoso.

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